

# Screen Printing Graphic Guidelines

The following specifications have been provided to assist you in preparing files for screen printed products such as table throws, table runners or fabric banners. Please direct any questions to your Sales Associate.

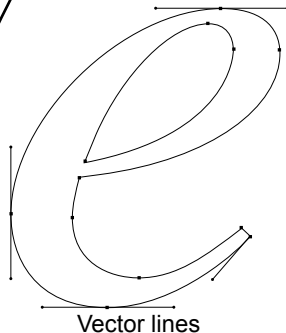
## ACCEPTABLE FILE FORMATS

### VECTOR: (PREFERRED)

1. Adobe Illustrator (.ai) - our preferred format, saved in its native .ai format
2. Other vector programs - files created in Corel Draw, Freehand, etc. saved in a generic eps format

### RASTER - 200 DPI AT 100% SIZE (CANNOT BE USED FOR MULTIPLE-COLOR IMPRINTS):

1. Adobe Photoshop - .psd
2. .tif or .bmp format



Vector lines



Vector image



Raster image

## EXPLANATION OF FILE TYPES

There are two types of art files on the computer: **Vector** (also known as line art) and **Raster** (also known as bitmap art).

**VECTOR:** Vector art is made up of lines and curves defined by mathematical objects called vectors. Vector art is resolution independent. Therefore, it can be scaled to any size without loss of quality. **IMPORTANT: Text should be converted to outlines, paths or curves.** This way, the font suitcase and printer fonts do not need to be sent along with your file. Do not embed raster images into your vector program.

**RASTER:** Raster art is created using a program like Adobe Photoshop or scanned art which has not been converted to vector. A raster image consists of a grid, or bitmap, of small squares known as pixels. Raster images are resolution dependent (set at a fixed resolution). **IMPORTANT: Raster art should be sent at 200 dpi at 100% imprint size. We can screen print raster art if it is one-color ONLY.** If your imprint is multiple-colored, the file must be sent as vector art.

**NOTE:** If you are thinking about using an image from a web site, this is not recommended. We cannot use highly compressed web images (such as .gif or .jpg). Their resolution is far too low to use for your imprint.

**SUBMITTING YOUR ART:** Files under 5 MB can be emailed to [graphics@displayheadquarters.com](mailto:graphics@displayheadquarters.com). **IMPORTANT: Please include your Purchase Order Number in the subject line of your e-mail message.** For files larger than 5 MB, we also accept CD-ROM and Zip disks. Art can also be sent via our ftp site. Please contact your Sales Associate for details.

**PROOFS:** A faxed proof will be provided within 48 hours of receipt of your Purchase Order and properly formatted art. If you would like to make changes to your proof, a new proof will be faxed.

**PRODUCTION TIME:** Faxed approval of **FINAL PROOF** is required to begin production. Screen printed products typically ship 10 business days from receipt of your faxed approval. Proof must be approved by Noon CST to begin production the same business day. If you require faster turnaround, rush charges will apply. Please contact your Sales Associate to determine your ship date/rush charges.